Welcome to the Fall edition of the CMS Newsletter! In this issue we’ll recap some of last year’s events and student work, tell you about some of what’s been going on this fall, and preview for you some of the exciting events we’re working on for the spring semester.

As always, we are very interested in hearing from you. Please take a moment to update us on what you’re doing. If you have photos or links to your work or things with which you’ve been involved, send them along! You can click on the link later in this newsletter, or send us updates at: cms@tufts.edu. We’re very proud of our alums, and we encourage you to stay in touch.

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Send us your news!

Changed jobs? Gone back to school? Moved? We want to hear from you. Email us at cms@tufts.edu.

Do you know someone who might be interested in receiving this newsletter? Feel free to pass it along.

And please remember to visit our website at http://ase.tufts.edu/cms/.
**CMS News**

**Academic update**

This fall we have a very large class of seniors – almost 80 in all! At this writing most of them are working hard to define and refine the topics of their senior projects. We’ll profile some of their work in our spring newsletter, but right now we can tell you that the projects will undoubtedly be the usual blend of films, screenplays, websites, performance pieces, photojournalism essays, radio programs, magazines, advertising campaigns, and empirical theses. Among the topics being developed are a film about The Food Project, an effort that brings together suburban and inner city youth, teaches them how to farm, how to work together and brings fresh produce into under-served urban areas; a project that will examine the marketing and promotional strategies of minor league baseball teams; an analysis of this year’s midterm elections and how several selected campaigns are trying to deploy social networking media; a public relations campaign designed to bring more fans to Tufts women’s field hockey games; an original film score and discussion of how one writes music to go along with images; and an analysis of the production techniques used in advertising that targets children.

We are offering two CMS courses this fall: Media Literacy, and Producing Films for Social Change. For the spring semester, we anticipate that we’ll be offering three courses, including a new one on multimedia journalism.

**Fundraising**

Last year CMS embarked on its most ambitious fundraising efforts yet. Thanks to the CMS Alumni Board and the many other individuals who contributed, we were more successful than we’ve ever been in bringing in some much needed funds. We still need your help, in order to continue to offer cutting-edge courses and put on high profile events like our Murrow Forum and our new series launched last year, Inside the Activist’s Study. We encourage you to make a donation to CMS. A designated contribution to CMS in any amount will help. We are grateful for your support.

**Filmmaker in residence**

CMS is excited to announce that award-winning Israeli filmmaker Yael Herssonski will be in residence with us for two months in the spring 2011 semester! Herssonski’s most recent film, *A Film Unfinished*, which has garnered rave reviews, has already won the best international feature award at the Hot Docs Canadian International Documentary Festival in Toronto and the World Cinema Documentary Editing Award at the 2010 Sundance Film Festival, among others.

Hersonski has served as the content editor of the chief weekly documentary program of Channel 10 (an Israeli commercial television station), which won the Israeli Academy Award for Best Documentary Television Program in 2004, and currently edits documentary and fictional drama programs for Israeli television.

In partnership with Tufts Hillel and with funding provided mostly by the Schusterman Foundation, Herssonski will teach a mini-course on film editing at Tufts, speak on panels and in classes, offer a screening of her film, and work with some of our student filmmakers.

Right: Yael Herssonski at the New York premiere of her latest work, *A Film Unfinished*.
Featured 2010 Events

Fifth Annual Murrow Forum on Issues in Journalism

Last spring’s Fifth Annual Edward R. Murrow Forum on Issues in Journalism focused on one of the defining moments of Murrow’s career: his decision to go after Senator Joe McCarthy and the blacklist. Titled “‘Dixie Chicking’: Murrow, McCarthy and the Blacklist — History Lesson or Current Event?,” the event featured panelists Casey Murrow, Lynn Olson, author of many books including The Murrow Boys, and commentator/Massachusetts ACLU vice president and producer of the documentary Hollywood on Trial, Arnie Riesman. They discussed the courageous decision of Murrow and his producer Fred Friendly to expose Senator McCarthy’s inconsistencies on the air. They also talked about whether in the post 9/11 era a new kind of blacklist developed for anyone, such as the group the Dixie Chicks, who spoke out against the Iraq War, and speculated about how Murrow would have analyzed this.

The Murrow Forum 2010 was preceded by a special screening of the documentary Trumbo, about the life of blacklist Hollywood screenwriter Dalton Trumbo. The film was introduced by Executive Producer David Viola (Fletcher 2010).

P.T. Barnum Awards for Excellence in Entertainment

The 2010 P.T. Barnum Awards rotated across the country to New York to honor choreographer/dancer Art Bridgman (A72), television/film producers Lisa Lax (J86) and Nancy Stern (J86), and actor Oliver Platt (A83).

Lincoln Center was the setting, and the packed audience in the Stanley Kaplan Penthouse was treated to hilarious introductions by the co-emcees, actor Hank Azaria (A85) and director Joel Bishoff (A83), and for the first time in the six years of P.T. Barnum Awards, a spectacular live performance, given by honoree Art Bridgman with his partner, Myrna Packer.

In June 2011 the P.T. Barnum Awards will once again be in Los Angeles, at the Creative Artists Agency.
Right: CMS welcomed noted film producer Adam Richman (A92) to campus in early October to screen the 2008 film, *Gran Torino*, which he co-produced.

Following the film, Richman graciously reflected on his experiences and shared insights about his work before the student audience at Distler Performance Hall, Tufts’ beautiful new auditorium.

Richman’s previous credits include: *The Flock* with Richard Gere, and *Boat Trip*, with Cuba Gooding, Jr. He also produced the television films *A Family in Crisis: The Elian Gonzales Story* and *Joe and Max*.

Left: Janice Dehn (A79), Senior Marketing Advisor for *TV Guide Magazine*, visited Tufts in October in an event cosponsored by CMS and *Imaginet*, Tufts’ student-run marketing and communications group.

The long-awaited reinstallment of the popular series, “Inside the Activist’s Study,” welcomed back Investigative Journalist David Goodman on November 8. His guest: Alan Khazei (left), former Massachusetts senatorial candidate, co-founder of City Year, and CEO of Be the Change, Inc.

Khazei talked about a career steeped in activism before an enthusiastic crowd of civic-minded students.

Cosponsored by Peace and Justice Studies and CMS, this ongoing series continues to bring prominent activist leaders together on stage to discuss the fascinating intersection of media and social change.
**Film Screening - *Gran Torino*, Featuring Producer Adam Richman (A92)**
Monday, Oct. 4, Distler Auditorium
CMS welcomed producer Adam Richman (A92) to campus. Richman produced 2008's critically acclaimed film, *Gran Torino*, which featured Director Clint Eastwood doubling in the lead role. This event was cosponsored by CMS, Drama and Dance, and the Office of University Advancement.

**Trends in Advertising and Marketing**
Monday, Oct. 11, Eaton 206
A conversation with Janice Dehn (A79), Senior Marketing Advisor for *TV Guide Magazine*, who visited Tufts to speak with students. Cosponsored by CMS and Imaginet.

**Communications Internship Panel**
Wednesday, Oct. 13, Dowling 745
Our annual forum featured Tufts students who completed media internships in New York, Boston, Los Angeles, and abroad. Cosponsored by Career Services and CMS.

**Inside the Activist's Study**
Monday, November 8, Barnum 008
The long-awaited reinstallment of this popular series welcomed back Investigative Journalist David Goodman. His guest: Alan Khazei, former Massachusetts senatorial candidate, co-founder of City Year, and CEO of Be the Change, Inc. Cosponsored by Peace and Justice Studies and CMS.

**Jobs in the Media**
Wednesday, November 17, Dowling 745
A repeat of our highly-successful event that began two years ago, providing insight and tips on the media job market, interviewing and resume strategies, advice on what skills students should be mastering, and what it takes to land that first position after graduation. This invaluable forum, moderated by CMS Director Julie Dobrow, assembled experienced media practitioners representing four media fields (print, broadcast, advertising/public relations, and film).

*This year’s panelists:*
Kat Powers, Managing Editor, GateHouse Media New England
Brad Puffer (A95), Reporter and Anchor, New England Cable News
Evan Rimer, Executive Assistant to the President, Anschutz Film Group/Walden Media
Mark Tomizawa, President, Smash Advertising; 6 Degrees of Innovation

**Producing Films for Social Change**
Tuesday, Dec. 14, Braker 001
Our annual evening of first-rate student films, featuring works centered on social change written, produced, and directed entirely by Tufts students taking the class "Producing Films for Social Change."

Did you know that you can designate a contribution to Tufts for CMS? We are in need of funding so that we can continue to offer cutting edge courses, and continue to put on the variety of events that have become a CMS hallmark. We are grateful for your support in any amount.
Alumni News

Naif al-Mutawa (A94), creator of the widely successful comic book series, *The 99*, was profiled on CNN.

Chrissie Attura (A09) is working in the Development Office at the Dana-Farber Cancer Institute in Boston.

Jessica Brauser (A06) is currently working at the New York Film Academy as an international advisor.

Colin Durrant (A98) is the Manager for Sustainability Communications at Harvard University.

Kristen Flynn (J88) has launched a new website for her expanded media production company, kfp_media.

Lisa Granshaw (A09) is a desk assistant at Weekend Nightly News at NBC.

Alissa Green (A05) is a senior account executive within the interactive media team at GolinHarris.

Anny Kim (A05) is head of the Research Department at Late Night with Jimmy Fallon.

Lara Kitain (A08) is a finance associate for the Democratic Senatorial Campaign Committee in New York City.

Lisa Lax (J86) and Nancy Stern’s (J86) latest documentary, Unmatched, was recently broadcast on ESPN as part of its 30 for 30 film series. It is about the rivalry and friendship of Chris Evert and Martina Navratilova.

Brindusa Negritoui (A06) is an MBA candidate at Georgetown University.

Yuna Park (A08) is an account executive at Attention, a social media marketing agency in New York City.

Simone Press (A08) is an assistant to the Vice President of Talent and Development at CBS in New York City.

Jon Rosen (A04) is a freelance journalist writing for various international publications, including Global Post. A sampling of his work can be found here.

Nina Salpeter (A07) is now working in the marketing and communications department at the International Center of Photography in New York City.

Kathrine Schmidt (A07) is a business reporter at The Houma Courier and Daily Comet newspapers, covering the bayou towns of Houma and Thibodaux, Louisiana.

Sara Sorcher (A09) is a reporter at the National Journal, covering the defense and diplomacy beat.

Dan Weiller (A81) is the Managing Director for PLA/Communications in New York City.

Valerie Wencis (A04) is now the Assistant Director of Communications at Harvard Medical School.

Featured Update!

Kirit Radia (A07) was recently awarded an Emmy for his role as part of the ABC News team that covered Barack Obama’s presidential inauguration.
Background coverage

By John Ciampa

To wit: Behind every great newscast is a smart and capable producer.

Like offensive linemen, bass guitarists, and moms, news producers perform off camera, beyond the spotlight, and with little fanfare, but are wholly essential to the accomplishments of those around them. You might say the producer is the unsung hero of the newsroom, with the success of the broadcast, anchor, or even the network hinging on their decision making skills, courage, and vision.

It’s a notion that David Gelles (A99) can relate to because he understands it, or rather, he lives it. As the man behind the scenes for Today, NBC’s venerable morning news show, Gelles is an integral part of the show’s continued success since he became producer in 2006. It all started humbly enough, with a pair of internships through CMS, including one at The Late Show with David Letterman. Gelles was also a staff writer for the Tufts Observer during his tenure on the Hill.

Gelles moved up NBC’s ranks the old fashioned way – starting at the bottom and learning as much as he could about his company before discovering his interest and finding a way to excel in it. For his first job, he worked as an NBC page, bouncing between the studio’s many departments and serving as a jack of all trades/tour guide, all the while familiarizing himself with the myriad facets of a major network and absorbing the work culture around him.

His first bona fide news position was serving as a talent recruiter in NBC’s news division. Tasked with filling vacancies for anchors, reporters, and producers, he struck up relationships with many people working in news, which got him thinking about not only the career paths of others, but the potential of his own. Then, as is often the case within the news business, tragedy begat opportunity.

The attacks of September 11 prompted an unprecedented expansion of news coverage, especially for cable outlets. During this period Gelles signed on as an associate producer in November 2001 with MSNBC, as the network augmented NBC’s coverage of the War in Afghanistan and diversified its editorial programming. As part of this movement, Gelles served as an associate producer for the short-lived talk show Donahue, which had a brief run from 2002 to 2003.

Following that show’s cancellation, Gelles took on the overnight shift – a new post created by the network to cover the burgeoning Iraq War just weeks after American forces entered Iraq. The third shift was a conscious effort, he said, on the part of NBC to compete with cable news. “It was a new shift to both cover the war in Iraq and to respond to cable news’ moving toward the 24-hour news cycle.”

Shortly afterward, Gelles joined the staff of Today. Working closely under hosts Katie Couric and Matt Lauer, Gelles honed his skill set behind the lens of a busy and multi-faceted show, with coverage running the gamut from breaking news to more expository features, with war coverage serving as an ever-looming mainstay.
Always passionate about politics, Gelles transferred to NBC’s Washington Bureau just prior to the 2006 mid-term elections, producing for veteran reporters such as Andrea Mitchell and Tim Russert. He stayed on until the 2008 Presidential election before returning to New York for his current post, where he focuses primarily on the show’s first hour of programming, the “hard news” portion of the show, as he likes to put it.

“I determine the stories we cover, but the news cycle also dictates that,” he said. “It provides the opportunity to learn something new every day – you’re constantly keeping up on every story. The beauty of covering politics is that you never know what’s going to happen next.”

That notion was reaffirmed with the recent mid-term elections, allowing Gelles the opportunity to cover yet another congressional sea change. Among many duties and responsibilities, he was saddled with an abundance of pre-election analysis at the time of our interview.

“There are lots of layers to what we do. I work all sorts of different shifts, sometimes I’m in the control room, other times I’m making preparations a day ahead for the next show; the story creation usually happens ahead of time,” he said.

Working in the television medium has its limits, as Gelles noted, and the transition of news coverage from the traditional mediums of television and radio to the Web is something he is constantly aware of. “We’re on the air at a certain time each day. I like to joke that you have to have a part-time job just to watch the show.”

There are certain stories that play much better to an online audience as opposed to a TV audience, but the money is still made mostly on the broadcast side,” he said. “It’s funny, I thought [news cuts] would be the case by now, but we haven’t scaled back at all — we’ve actually ramped up our coverage — and we’re doing some great investigative work.”

NBC’s recent hiring of highly-respected journalists Michael Isikoff and Lisa Myers appears to support this, and the two also contribute to Today’s news coverage. “The beauty of the Today show is that we have the ability to pick up the phone and call almost anyone for an interview, due to the influence and size of our audience.”

Gelles is refreshingly staunch in his journalistic approach – a true believer, with his passion for news remaining firmly intact, regardless of trends. “It still matters to hold people accountable and pursue the truth,” he said.

CMS on the Web

Click here to link to our multimedia website, which features photo galleries, useful links, and audio and video files of many events. CMS Staff Assistant John Ciampa is the site’s webmaster; send him your news and updates at john.ciampa@tufts.edu.

Are you our Facebook friend?

We’ve consolidated our Facebook information into a single profile since the last issue, so if you haven’t been there in a while, or have yet to join up with us, please take a moment to check us out! The CMS Facebook group is the place to go if you want to connect with alumni, discuss internships and classes with other students, and make sure you don’t miss exciting events. Check out the photos of internships, networking nights, recent speakers, and award recipients by clicking here.
Alumni spotlights

By Sarah Fleischmann (Ao8)

Marissa Forman’s (Ao8) work is seen by people across the globe every day, but you would never know it. The 2008 graduate is working for Google as an account manager for AdWords, the program responsible for advertising on Google, as well as partner websites. Her team works with a small number of high opportunity clients in the financial sector, assisting the clients with every aspect of online advertising, from planning the display and text advertising strategy to helping clients launch new campaigns. Forman works closely with clients to determine the big picture strategy that best fits each company. She enjoys the freedom of working on the team because she and her coworkers have a high level of responsibility in determining how to meet revenue goals and follow specific initiatives.

Forman is thrilled to work for a company with one of the most recognizable names in the world. “It’s very exciting being there – it’s fascinating to see what goes into building the company and seeing the brains behind it. The resources of a big company are incredible...especially the training program and the resources for developing future workers.”

From continent-wide conferences for all North American sales teams to a fully participating teammate in India, Google’s global presence is often apparent to Forman. She has made the most of Google’s opportunities for employees to engage outside of work, and has become the community outreach liaison for one of the company’s diversity employee resource groups. “The community outreach arm is there to engage with the community and diverse organizations. We encourage kids to work hard and think about different career opportunities.” These extracurricular groups allow employees from various departments to work together, making them feel like a part of something bigger.

An economics major while at Tufts, Forman did an advertising internship at Arnold Worldwide through the CMS program, which introduced her to the ad industry. She believes the internship at Arnold helped to inform the way she interacts with ad agencies today in her work. She credits the CMS program with opening her eyes to a lot of fields that she would not have experienced otherwise.

Through CMS, she was exposed to the marketing world at an internship at the Cannes Film Festival. The internships were vital, she said, because they “helped leverage my background going into job interviews and talking to people.”

Of her CMS project, Forman notes that it “ended up being the best experience” because she was able to shape her own project and dive into the field through a marketing lens. Her senior project, a marketing campaign for hair products, confirmed her interest in following the marketing route and helped her conceptualize what type of career she should look for. It also gave her another opportunity to get hands-on work experience through the market research and statistical analysis she did for the campaign. Through her project, she developed skills that will carry her through this job and anything else she takes on in the future.

Forman’s experiences prove her ability to thrive in Google’s high-paced environment. As she begins her third year at the company, she’s confident that her job will continue to stimulate and challenge her. “The learning is never going to end.”

(“Spotlights” continued on page 12)
Student News

Six months out

(Editor’s note) Our 2010 graduates have done very well with finding jobs and interesting opportunities, even in the current economic climate. Here’s a sample of what a few of them are up to, six months out.

Following a fellowship at the International Radio and Television Society, Ned Berger accepted a position at Wee Beastie, an advertising agency based in New York City, where he’s living with two other Tufts graduates. “It’s a small company, but we have been getting a lot of attention and are really busy. We develop, write, produce, and edit television promos, commercials, and branded entertainment. You can take a look at our work at www.weebeastie.tv. As a writer, I work on scripts that then get put on TV!”

Our 2009 Burke intern, Jess Bidgood, is now at WGBH in Boston, where she edits and produces local news for wgbh.org. “I got this position directly as a result of my doing similar work for WBUR – which is a position I got directly from the Burke media grant that CMS gave me a little over a year ago.”

Rachel Charatan is working as a national sales coordinator for W. W. Norton & Company in New York City. “I actually found out about the position through a CMS email which listed the job. I took over for another Jumbo, Jennifer Cantelmi (A06), and was thrilled to work with current Tufts student and intern extraordinaire Shati Khan (A12).”

Logan Crane is working at MTV Networks in New York City as an assistant to the NextMovie team. “Most of my duties consist of strategy with a small integration of editorial assistance,” she said. “MTV just launched www.NextMovie.com. Designed much like AOL’s Moviefone, NextMovie is an outlet for the 13-35 demographic for a unique look into cinema.”

Sara DeForest is working at Robinson Lerer & Montgomery, a public relations firm in New York City. “This company does corporate communications and specializes in crisis management,” she noted. “So when things go wrong for our clients, we try to put out the fire. I am on the proactive side of the company, where we promote things that would lead to our clients’ positive reputation, such as corporate social responsibility, expanding business, or other big announcements. I am living in a tiny apartment in the East Village, which is a very edgy, fun neighborhood, and I love living in New York.”

Ally Gimbel is living in New York City and working as a research assistant to Neal Shapiro (A80) at WNET.ORG. “I worked on the production for a show that covered a Wall Street Journal forum with the current New York governor and two former governors, and attended a taping with Bob Costas narrating our upcoming documentary series, New York Baseball Memories,” she noted. “I am now working on producing promos for the station’s 50th anniversary. I’m learning new things every day and am so excited to be working for Neal.”

Kymberly Horth is the new Jumpstart site manager at The George Washington University in Washington, D.C., working in the university’s Center for Civic Engagement and Public Service. She said that although her job does not explicitly work with media affairs, she conducts media outreach for recruitment and publicity on a regular basis.

Annie Jacob is working in healthcare consulting in Burlington, Massachusetts at Adheris. “We work to help keep patients on long-term therapy by partnering with pharmacies and pharmaceutical companies to send letters to patients educating them about the importance of taking their prescribed medication.” She also writes that she’s living in Porter Square and plans to begin a part-time MBA program next fall.

Emily Johnson is performing online search marketing at Vistaprint in Lexington, Massachusetts, and lives in the Boston area.

(Continued on next page)
Lauren Lanster is attending graduate school at Carnegie Mellon University, within the school’s Entertainment Technology Center. She writes, “I’m pursuing a master’s degree in entertainment technology. This semester is ‘boot camp,’ where we are in four courses: Building Virtual Worlds, The Visual Story, Improv Acting, and Fundamentals of Entertainment Technology. The Building Virtual Worlds course is the cornerstone of the Entertainment Technology Center. In two weeks, we create a fully interactive ‘world’ in teams of four, consisting of a programmer, a 3D artist, a 2D artist, and a sound designer. My role is that of a 2D/texture artist. I make the models look pretty! Here is a link to my first virtual world.”

Emily Maretsky is working as a user experience intern at The New York Times. She writes, “I’ve been helping out with product and website research, mainly on NYTimes.com features, as well as iPad and iPhone applications. I’ve loved it, and even a few months in, I get really excited when I see the paper’s celebrities in the cafeteria! I’m also trying to finagle my way into writing an article before I leave. When my internship ends, after that, well... I don't really know yet. Maybe I'll stay in New York, but more likely travel for a few months.” You can follow her travels at http://flavors.me/emily_maretsky.

Becca Novak is working as a Teach for America Corps member and special education teacher. She writes, “I'm teaching a kindergarten/first grade speech and language impaired class at Sherman Elementary in San Francisco, and living in the city itself, right by beautiful Dolores Park. It's challenging and terrifying and illuminating and inspiring. My media link is a blog that I've been keeping at beccanovak.wordpress.com, although I use my CMS skills all the time in surprising ways.”

Griffin Pepper is serving as a Teach for America Corps member in the Mississippi Delta region. “I’m living in Stuttgart, Arkansas, and I teach in a small town called Clarendon. I teach Spanish, Civics, and 8th Grade Social Studies.”

Graham Rogers is currently living in Boston and working as a paralegal at the law firm of RichMay, PC. “Most of my work takes place in the corporate practice area, but I have also been assigned as the paralegal for the firm's intellectual property and trademark practice.”

After working in the Study Abroad and Alumni Relations offices at Tufts immediately following graduation, Katherine Seim accepted a job offer at the end of the summer as an executive assistant with Experian QAS, an address verification software company. “I help the senior managers with their day to day responsibilities and long term projects, including everything from compiling reports to updating databases to scheduling conferences,” she said. “I am learning a great deal, especially in regards to business vernacular that went completely over my head when I first started. People here are extremely bright and hardworking but are also friendly and supportive – it’s a terrific atmosphere to develop in. I would like to eventually go back to school to get my MBA but I have plenty to learn about in the meantime. Everyone thought that graduation was going to be this apocalyptic event, and while it’s definitely different from college, I think I’m settling in okay so far.”

Antonella Scarano is working at Butler, Shine, Stern and Partners, an advertising agency in Sausalito, California, located right over the Golden Gate Bridge from San Francisco. “So I’m living in the city, just a couple of blocks from the bay and it's a short 10 minute commute to work!” She said she works on the company’s Columbia Sportswear account, which also encompasses Mountain Hardwear and Sorel boots. “It’s been really fun and I get to have a nice range between an outdoorsy, laid back client like Columbia, the more hard-core outdoor athlete in Mountain Hardwear, and a high-end fashion vibe with Sorrel.”

(Continued on next page)
Scott Silverman has been working for The New York Times since July. He writes “I am working in the Customer Insights Group with the Custom Research team. We perform specialized market research and advertising effectiveness studies for different groups within the company and for clients who advertise in the paper and on the website. I have also had a chance to be featured in a Dining section video and even write a vignette for the City Room blog (second one down on page).” In January I begin a fellowship position with a new startup called Code for America. This non-profit organization seeks to increase the transparency of local city governments through the use of Web 2.0 technology and software.

Katie Weiller is a paid intern at Lion TV, a small production company that works on a variety of reality and non-fiction shows, including Cash Cab.

Alumni spotlights (continued from page 9)

Consulting may not typically be associated with a CMS minor, but Loi To (Ao8) combines these two fields every day. The 2006 graduate has a habit of putting together his varied interests; after enjoying several CMS courses, he ambitiously added the minor to his Russian-Political Science double majors.

As an undergraduate, he took an SMFA class on cartooning with a friend who had taken Professor Julie Dobrow’s Media Literacy and Social Change course, and the two of them soon began thinking of ways to put their academic lessons into action. The result was a media literacy program called Smart Cinema for kids in the Somerville schools. The program accompanied movie screenings with discussions that were specifically tailored to the kids’ age level. To used Smart Cinema as his CMS senior project after receiving a grant from the University College.

To credits his CMS courses and senior project experiences with helping him decide the nature of the work he wanted. After several years working for a consulting firm that worked with all industries, he is now an Analyst at Altman Vilandrie, a consulting firm that works solely with the communications, media, and technology sectors. This is not a coincidence. After learning bits and pieces about various industries through his general consulting job, he was ready for a job in which he could focus on a specific industry. With his CMS background, Altman Vilandrie’s specialty was a perfect fit.

His senior project experience taught him skills that prepared him for his career. “Writing the CMS senior project and paper taught me the tools that I use now on a day-to-day basis on analyzing data, reading secondary research in books and magazine articles, and then putting ideas together into an argument.” He describes the senior project as “the capstone of the whole CMS minor—it gives you a product or project to talk about in job interviews or grad. school interviews, or with other people.”

Big telecom companies approach Altman Vilandrie with a problem, and To and his colleagues come up with a strategy to fix that issue. The main cable and wireless providers, including Comcast and Verizon, often come to Altman Vilandrie looking for a sales strategy to attract a certain demographic. Recently, To worked on an account for a large telecom company that wanted to increase sales to small-medium businesses. While To’s work is primarily numbers-based, he notes that his knowledge from CMS classes carries over directly into his current projects because of its focus on service- and content-providers. “I have a broad understanding of how the industry works because of my CMS classes, especially [Intro to Mass Media],” Loi says. His background allows him to see the big picture as he advises companies on small decisions about how to sell mobile handsets or how to broaden a specific demographic base.

Hold on to the lessons you learned in your CMS classes; To’s experience demonstrates that a CMS background is valuable wherever you might find yourself.
Internships

The CMS internship program continues to be enormously successful, with students interning for credit in companies specializing in print journalism, book publishing, broadcasting, video/film production, recordings, advertising, marketing communications, public relations, and multimedia. It’s a marvelous way for students to pick up important skills, make professional contacts, and learn about what it’s like to work in these industries.

Last summer, nearly 30 students received academic credit for internships, primarily in Boston, New York, and Los Angeles (and even one in Paris!), and this fall 21 students are enrolled in the CMS internship course. Some of the recent sites include Walden Media, WGBH, WBUR/NPR, Arnold Worldwide, The Boston Phoenix, Conde Nast, CNN, The Daily Beast, Bonaventura Pictures, The Village Voice, Atlantic Records, NBC, and The Nielsen Co.

Once again CMS will be sponsoring its “Winternship” program during the week of January 10-14. 2011. This program continues to be extremely popular with students and alumni alike. This January, students will be working with alumni mentors in 21 companies in Boston, LA, San Francisco, and the New York area. It promises to be an outstanding experience for our students.

Our internship and “winternship” programs rely heavily on Tufts alumni working in media fields. We would love to hear from you if you have an opportunity to share with our students. Please email us at cms@tufts.edu.

One of the most outstanding internship experiences our students have had took place last summer, when Mick Krever, a current Tufts senior, interned for veteran correspondent Richard Roth at CNN in New York. He received academic credit through the CMS internship course. We asked Mick to give our readers an inside look at his experience.

Mick B. Krever — CNN Internship Experience

Day One and Richard Roth, CNN’s Senior UN Correspondent, is hurrying from his office to the camera location set up in front of the newsroom. Along the way, he gets one of his two existing interns – there would be six of us all together – to “clear the printer,” grabbing any relevant articles he had printed. He hooked in his earpiece and started looking over a pile of papers in hand. He went live, talking about an Israeli attack on a Turkish flotilla headed for the Gaza Strip. It was an exciting first day, and proved to be representative of the summer to come.

I came to my internship with Richard Roth by way of two internships at WNYC, New York Public Radio. Those experiences were fantastic for nurturing my passion for journalism, but by the end of my junior year I was ready to try something new. CNN meant not just a bigger name, but a chance to engage in on-the-ground newsgathering, as opposed to the show producing I had been doing at WNYC.

My time was split relatively evenly between CNN’s New York office in Columbus Circle and the United Nations. In the CNN office, I worked on a wide range of projects. I wrote transcripts of UN press conferences, sat in on the editing sessions for Richard’s pieces, went out on shoots with Richard and various other CNN reporters, and sat in on the editorial meetings of Anderson Cooper 360° and other shows. Some tasks were more exciting than others, but all taught me incredibly valuable lessons about how a story makes its way from press conference to idea to shoot to edit session to final product.

At the UN, Richard gave his interns the opportunity to be real troops on the ground. I went to the daily noon briefing given by the Secretary General’s spokesperson, manned the stakeout outside the Security Council, and went to press conferences with everyone from ambassadors to Prime Ministers to the Secretary General himself.

But the internship was not just an exercise in observation. I was able to write several articles for the CNN website: some were assigned (on the updating of a blacklist of al-Qaeda and Taliban affiliates) and others pitched (on watching the World Cup with diplomats and UN staffers). The fact that my articles were going up online was novel, but ultimately not very important to me. What was, was that I got a beat-reporter experience: sitting for hour upon tedious hour outside doors you cannot enter, in bureaucratic news conferences that bury the lead, trying to distill the story into something catchy and original that will find its way through the morass of information your editors and superiors are juggling for precious air time and website space.

It is unclear where a career in journalism will lead me; what is clear, thanks to my experiences at CNN and WNYC before it, is that it is a career I want.

- Mick B. Krever (A11)
A TEAM effort

New group aims to connect alums working in the entertainment, arts, and media fields

By Sarah Fleischmann (Ao8)

Tufts alums and current students interested in media, arts, and entertainment will soon have a new place to network and find information about events on campus and around the country. The new project, the Tufts Entertainment, Arts, and Media (TEAM) network, will encompass the creative industries of visual arts, literary arts, theater, communications (TV, film, and radio), music, and dance, as well as the agents representing these categories.

Gretchen Dobson, Senior Associate Director of Domestic and International Programs in the Office of Alumni Relations and the Project Manager of TEAM, describes the program as "our version of a 'look book.'"Alumni can reference, use, and contribute to it; by sharing their work, they can support and collaborate with each other’s creative endeavors.

In addition to TEAM’s online resources, there will be a series of events to bring alumni together for networking and professional development opportunities. "We want to leverage the success of the annual P.T. Barnum event by creating more opportunities for alumni to network," says Dobson.

Beyond the annual P.T. Barnum event ("Ballou to Broadway" and "Hill to Hollywood"), TEAM will sponsor a number of events for early- to mid-stage professionals. On December 11, 2010, there will be a workshop in Santa Monica, Calif. at which they will hear from other alumni and industry veterans about professional development and varied career paths. The event will even include an “American Idol”-inspired contest for aspiring actors, writers, and directors to pitch their creative projects to a panel of industry experts. On February 28, 2011, TEAM will sponsor “Take Two: A Dialogue about Acting in Television, Film and Theatre,” an event for all alumni interested in the acting profession.

Dobson believes that a program like TEAM is vital for alumni in these industries. “[Networking] is what they have to do. They have to work, they have to have agents...they’re always looking for the next job. If they can get help from other Tufts alums, if they know Tufts is there providing opportunities for them to promote their work, then that’s a good thing, and they’ll remember Tufts.”

Dobson is working with a dedicated group of faculty and alumni to make TEAM a success. CMS Director Julie Dobrow, CMS Board Member Jeff Strauss (A84), P.T. Barnum 2006 Honoree Jim Nicola (A72), and Tufts Alumni L.A. leaders Kimber Smith (J99) and Chris Maddox (A00), are advising the project. Melissa Yasko (A10) is serving as consultant on the project for website structure and design.

Whether or not you work in arts, media, or entertainment, keep an eye on the project. You’ll be hearing about success stories from TEAM alumni before too long. The group’s website is scheduled to launch on January 19, 2011.
To market, to market

Entrepreneurial Jumbos learn the basics of advertising through new campus group

By Sarah Fleischmann (A08)

The Imaginet slogan says it all: “Start with a blank page. Come. Learn. Create.”

This self-described “marketing communications group” unites Tufts students who are interested in advertising and marketing, and gives them a place to discuss the industry and bring their ideas to life. The club serves two purposes: First, it provides free advertising for on-campus organizations and off-campus businesses. Second, the club gives its members opportunities for professional development and hands-on experience creating marketing campaigns.

Imaginet began unofficially in 2008 under the leadership of Amanda Nenzen (A10) as a way of organizing students with a common interest in advertising. Over the next year, it began accepting clients for campus advertising campaigns. The group produced a new logo for Programming Board and Hemispheres (the International Relations journal), and created flyers for a Hillel-sponsored concert. CMS Minors Natalie Miyake (A10) and Laura Patterson (A09) led Imaginet until fellow CMS Minor Antonella Scarano (A10) took the helm in the fall of 2009, when the group became a TCU (Tufts Community Union) Senate-funded organization. Since then, Imaginet’s services have become so popular that the group sometimes has a client waitlist. Imaginet continues to publicize its services in hopes of broadening student awareness.

“The dream from the beginning was to make Imaginet the place for campus groups to go to promote their events. So many clubs do so many different kinds of programming that a lot of it gets lost in the shuffle. Imaginet is an exciting way to promote [Tufts organizations’] ideas and get their events out there,” said current Imaginet President Caleb Zimmerman (A11).

With a steady group of about 30 committed members, Imaginet produces marketing projects ranging from logos and flyers to social media campaigns. Elsewhere, Imaginet developed a partnership with The Tufts Daily and Jumbo-cast, the club that broadcasts Tufts sports games. Both media organizations, in turn, refer clients to Imaginet to design their advertisements.

Imaginet’s services are expanding in both scope and originality; a recent project for the RezQuad Café involved intensive market research. In Fall 2009, the group’s members organized a guerilla marketing campaign for the 3Ps production of the Imaginary Invalid. The play is about a doctor, so Imaginet wrote information about the play on doctors’ masks and the actors wore the masks around campus for one day.

While providing this free service to organizations, Imaginet members benefit from these opportunities. Zimmerman said, “We want to help people understand that [working on these advertising campaigns] can be as good as any internship they would have. They get hands-on experience with real clients and have real advertising for their clients’ events. This is great to tell employers, and they can develop their own portfolios.”

Imaginet also provided the basis for two CMS Senior Projects. Antonella Scarano (A10) focused on developing an outreach and marketing plan for the organization in her project, and Royi Gavrielov (A11) will delineate the group’s efforts with the aforementioned RezQuad Café project. CMS Director Julie Dobrow said, “Imaginet is an asset not only to the students who participate in it and to the Tufts community at large, but also in terms of providing fertile intellectual ground that allows students to combine their interest and passion about advertising and marketing with their academic studies.”

The club also organizes structured professional development events for its members. Imaginet offers agency tours and guest speakers, and also provides other professional opportunities by referring its members to summer internships, maintaining a web page with links to local agencies, and promoting relevant events sponsored by the CMS program. To thank CMS for its support and assistance, Imaginet created a new logo for the program.

For more information, email imaginetufts@gmail.com or go to http://imaginetufts.wordpress.com.